



For Immediate Release

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## **Aspirus and Arise offer new health insurance plan**

*New insurance plan makes wellness and prevention affordable for all*

WAUSAU, Wisconsin – Residents of six Wisconsin counties have a new health insurance option that provides access to Aspirus providers and the benefits and support of Arise Health Plan. The Aspirus Arise plan offers affordable premiums and the best value for members.

The Aspirus Arise plan will be offered in Marathon, Portage, Wood, Taylor, Langlade and Lincoln counties.

Scott Kowalski, Chief Operating Officer of Arise Health Plan, said the Aspirus Arise plan was specifically designed to remove financial barriers to getting care at the right time and in the right place.

“We know that the best way to keep health care spending in check is to prevent health problems, or to identify them early,” Kowalski said. “When it costs too much money up front, people simply put off trips to the doctor or don’t fill their prescriptions.”

To make it easier for members, Aspirus Arise offers some very healthy benefits:

- **Free Preventive Care** – To help members stay healthy, the plan pays 100 percent for preventive services such as annual exams, well-child visits, screenings and immunizations when performed by a participating provider. No co-pay or deductible applies.
- **Fitness Program Reimbursement** – Plan members have full access to a robust network of fitness locations with a wide range of amenities.
- **Zero-Dollar Pharmacy Cost Sharing** – Members can receive zero-copay prescriptions for select preventive drugs that treat common conditions such as high blood pressure, cholesterol, heart conditions and asthma.

As more and more people seek health insurance on their own, it is important to research which doctors and hospitals are included in each plan option. Matt Heywood, President and CEO of Aspirus, encourages people to do their homework before enrolling.

“In some cases our patients have enrolled in health plans and just assumed that they would continue to have access to their Aspirus physician,” Heywood said. “With the

Aspirus Arise plan, members will have access to excellent, compassionate Aspirus providers while receiving the best value for their health insurance dollar.”

**About Aspirus**

Aspirus is a non-profit, community-directed health system based in Wausau, Wisconsin. With more than 6,500 employees, Aspirus serves communities throughout 14 counties in northern and central Wisconsin, as well as the western Upper Peninsula of Michigan. The integrated system includes four hospitals in Michigan and three hospitals in Wisconsin, 50 clinics, home health and hospice care, pharmacies, critical care and helicopter transport, medical goods, nursing homes and high-quality affiliated physicians.

**About Arise Health Plan**

A wholly owned subsidiary of WPS, Arise Health Plan offers comprehensive and affordable health plan options and personalized service to businesses and residents in northeast, north-central, eastern, and southeastern Wisconsin. Arise offers a variety of individual health plans on and off the Marketplace, as well as affordable group health plans that encourage and reward employees for adopting healthier lifestyles.

**Contacts:**

Ellen Foley, Arise Health Plan – 608.226.8089 (office), 608.444.7065 (cell)

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